

09/495,759

IN THE CLAIMS

Amend claims 15, 20, and 27 as follows:

1-14. (canceled)

15. (currently amended): A computerized method, comprising:

- a) identifying a target group of persons;
- b) identifying attributes of persons in the target group,
- c) representing attributes in consumer vectors, one vector per person, thereby producing a plurality of consumer vectors; and
- d) selecting at least some of the consumer vectors and, for each, generating by a computer an animated anthropomorphic idol which displays the attributes of the selected consumer vector.

16. (previously presented): Method according to claim 15, and further comprising:

- e) selecting some of the idols; and
- f) displaying the selected idols on one or more web sites, which are available to consumers.

17. (previously presented): Method according to claim 16, wherein the consumers include consumers in the target group.

18. (previously presented): Method according to claim 16, and further comprising:

- g) offering merchandise for sale at web sites displaying idols; and
- h) measuring and recording success, if any, of each idol in promoting sales.

09/495,759

19. (previously presented): Method according to claim 18, wherein attributes of each idol are represented by a respective idol vector, one idol vector for each idol, and further comprising:

- j) generating an $P \times Q$ matrix of information,
- i) which contains P rows of idol vectors and Q columns of consumer vectors;
- ii) which contains $P \times Q$ information cells;
- iii) which contains information in each cell indicating whether the customer associated with the customer vector for that cell made a purchase from a web site containing an idol associated with the idol vector for that cell.

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20. (currently amended): A computerized method, comprising:

- a) generating a plurality of vectors, one for each of multiple consumers in a sample, each vector describing attributes of the respective consumer;
- b) for selected vectors, generating by a computer an animated anthropomorphic idol for each;
- c) using the idols in marketing activities; and
- d) measuring marketing success of each idol.

21. (previously presented): Method according to claim 20, and further comprising:

- e) designating idols having higher marketing success than others as successful idols.

09/495,759

22. (previously presented): Method according to claim 21, and further comprising:

f) presenting successful idols in marketing activities to a group of consumers having the same consumer vectors as those of the sample.

23. (previously presented): Method according to claim 20, wherein each idol is associated with an idol vector which describes the idol's attributes, and further comprising:

e) utilizing statistical or artificial intelligence techniques to ascertain best mapping of consumer vectors to idol vectors.

24. (previously presented): Method according to claim 23, wherein the best mapping indicates which idols should be selected in marketing to persons having consumer vectors identical to a group of consumer vectors selected from the sample.

25. (previously presented): Method according to claim 20, wherein the marketing activity comprises presenting the idols at web sites, which consumers can visit.

26. (previously presented): Method according to claim 25, and further comprising offering merchandise for sale at the web sites.

27. (currently amended): A computerized method, comprising:

- a) identifying a target group of consumers;
- b) for individuals in the group, identifying attributes of each and representing the attributes as consumer vectors, thereby producing one vector per individual;
- c) for selected consumer vectors, generating by a computer an animated anthropomorphic idol for each, the idol having an associated idol vector

09/495,759

describing the idol's attributes, thereby producing a group of idols, each having an idol vector;

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- d) presenting idols on web sites, together with merchandise available for sale, and taking orders for the merchandise from consumers, including consumers in the target group;
- e) generating a mapping of information which indicates, for each consumer vector, which idol vectors resulted in successful sales;
- f) ascertaining a mapping of the vectors which indicates which idols should be used for marketing activities to a sub-group of consumers, having consumer vectors identical to vectors selected from the target group.
